

NOAA ClimateWatch Storytellers Workshop

Aug 11-13, 2010, in Silver Spring, MD

Workshop Goals:

1. Continue cultivating a culture of storytelling as best practice
2. Continue *ClimateWatch* team building and fostering of synergies
3. Provide opportunities for professional development
4. Identify and begin developing communications products for publication in ClimateWatch and elsewhere

Agenda

WEDNESDAY, AUGUST 11

Session 1: Welcome and Overview —NOAA Auditorium

- 8:30 Sign in, Networking ([Coffee and Tea](#))
- 9:00 Welcome, Introductions, & Icebreaker David Herring
- 9:30 Brief Status Update on ClimateWatch: David Herring
Where are we in our development and where are we going?
- 9:45 BREAK All

(Additional attendees join workshop participants for keynote presentation)

Session 2: Story Writing —NOAA Auditorium (beside SSMC4)

- 10:00 Story Proof: The Science Behind the Power of Story Kendall Haven
- 11:00 Q&A with Kendall Haven
- 11:30 Post-talk networking / Workshop participants move to Room 1W611 and break into assigned groups

Session 3: Building a Storyboard (SSMC4, Room 1W611)

- 11:45 WORKING LUNCH ([Lunch and drinks](#)) All
Meet and eat in topic-focused groups
- 12:00 Begin developing story outline All
- 1:00 Interactive sharing and feedback on select outlines Kendall Haven / All
- 1:30 Practical Advice from/for Practitioners (*15 minutes each*)
• Current Topics in Science Communication
• Bringing Stories to Life with Creative Writing
• How to Discern What Is / Isn't a Story Judy Koepsell
Peg Van Patten
Rebecca Lindsey
- 2:30 BREAK ([w/ Drinks and Cookies](#))
- 2:45 Envisioning Information Ned Gardiner
An introduction to our guest data visualizers & producers;
A brief review of some effective uses of visuals to complement stories
- 3:45 Group and individual time to work on stories All
- 5:00 ADJOURN

THURSDAY, AUGUST 12

Session 4: Welcome and Overview —NOAA Science Center

8:30	Sign in, Networking (Coffee and Tea)	
9:00	Welcome back & overview of the day	David Herring
9:15	Overview of NOAA's Video Resources	Derek Parks
9:45	BREAK	All

(Additional attendees join workshop participants for keynote presentation)

Session 5: Storytelling via Video —NOAA Science Center

10:00	Keynote Presentation on Video Production	Heidi Cullen
10:40	Video Storytelling: Lessons Learned at StormCenter	Dave Jones
11:20	Q&A with Heidi and Dave	
11:40	TRANSITION: Post-talk networking / Workshop participants move to Room 1W611 and break into working groups	

Session 6: Building Video Assets —SSMC Room 1W611

12:00	WORKING LUNCH (Lunch and drinks) Meet and eat in topic-focused groups	All
12:30	Sketch video storyboard and prepare questions	All
1:00	Sharing and feedback on video plans	All
2:00	Practical Advice from Practitioners (15 minutes each) <ul style="list-style-type: none">• Getting the Most from Your Live Interview• Capturing Compelling Photos of People in Action• Tips for Building Video Capacity	Dan Cohen Vicki Loe Francesco Fiondella
3:00	BREAK (w/ Drinks and Cookies)	
3:15	Practice conducting interviews / gathering video	All
4:00	Group and Individual time to work on ClimateWatch products	All
5:00	ADJOURN	
5:30 – 8:30 p.m. Optional Happy Hour & Dinner		

FRIDAY, AUGUST 13 — SSMC Room 1W611

8:30	Sign in, Networking (Coffee and Tea)	
9:00	Welcome back & overview of the day	David Herring
9:15	Session 7: Exploring Opportunities for Extension (15 min each) <ul style="list-style-type: none">• Re-shaping Articles & Stories for Secondary Audiences• Storytelling in GoogleEarth	David Gordon Francesco Fiondella
	<ul style="list-style-type: none">• Formatting for On-Air Use by TV Meteorologists• Storytelling in Free-Choice Learning Centers	Joe Witte Ryan Wyatt
10:30	BREAK (w/ Drinks and Cookies)	

Session 8: Assembling the Pieces into Working Drafts

10:45	Group and individual time to work on stories and videos	All
12:00	WORKING LUNCH (Box Lunches to facilitate early departures)	All
1:15	Team / Individual Report Out	All
2:00	ADJOURN	